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Primark Launching Scheme to Aid NHS Key Workers

Paul Marchant, the CEO of fashion giant Primark, has just released plans for the brand to raise awareness and create funding for the United Kingdom's National Health Service. This announcement from Mr. Marchant came after the NHS had been struggling under pressures caused by the Covid-19 pandemic, prompting Primark executives to take action. The plans include promoting the NHS through a campaign entitled "*Primark Cares*", as well as an undisclosed percentage of profit from selected items being donated directly to hospitals and NHS services in the local vicinity of each store featured in this scheme.

During the Covid-19 pandemic, which started impacting the United Kingdom in early 2020, the NHS has been under increased pressure. This has resulted in resources such as hospital beds being stretched thin, and other urgent issues such as staff shortages due to the need to self-isolate oneself after contact with the virus. Similarly, Primark, a fashion retailer which provides clothing at affordable prices, has also been faced with difficulties during this time. *The Guardian* indicated that Primark may have lost an estimated £800m during Covid-19 lockdowns. Due to the tireless work of the NHS to help those with the virus and to attempt to bring some normality back to the United Kingdom, Primark are aiming to give a much-needed boost to NHS services as something of a 'thank you' for their efforts.

In a statement released by the NHS, spokesperson David Hobbs stated that the NHS were "delighted by their [Primark] plans for this initiative" and that "this will not only aid our [NHS] services financially, allowing us to do more for the people that need our help, but will allow awareness to be spread about the NHS and could therefore be beneficial in that regard too."

The full details of these plans, including the exact percentages of profits being donated to the NHS, are yet to be released to the general public and thus far only an outline of plans is available, however customers should expect this initiative to be implemented in the very near future.

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Notes to editors:

1. Figures for *The Guardian's* Primark profits were sourced from <https://www.theguardian.com/business/2020/jul/02/primark-loses-800m-amid-covid-19-lockdowns>

